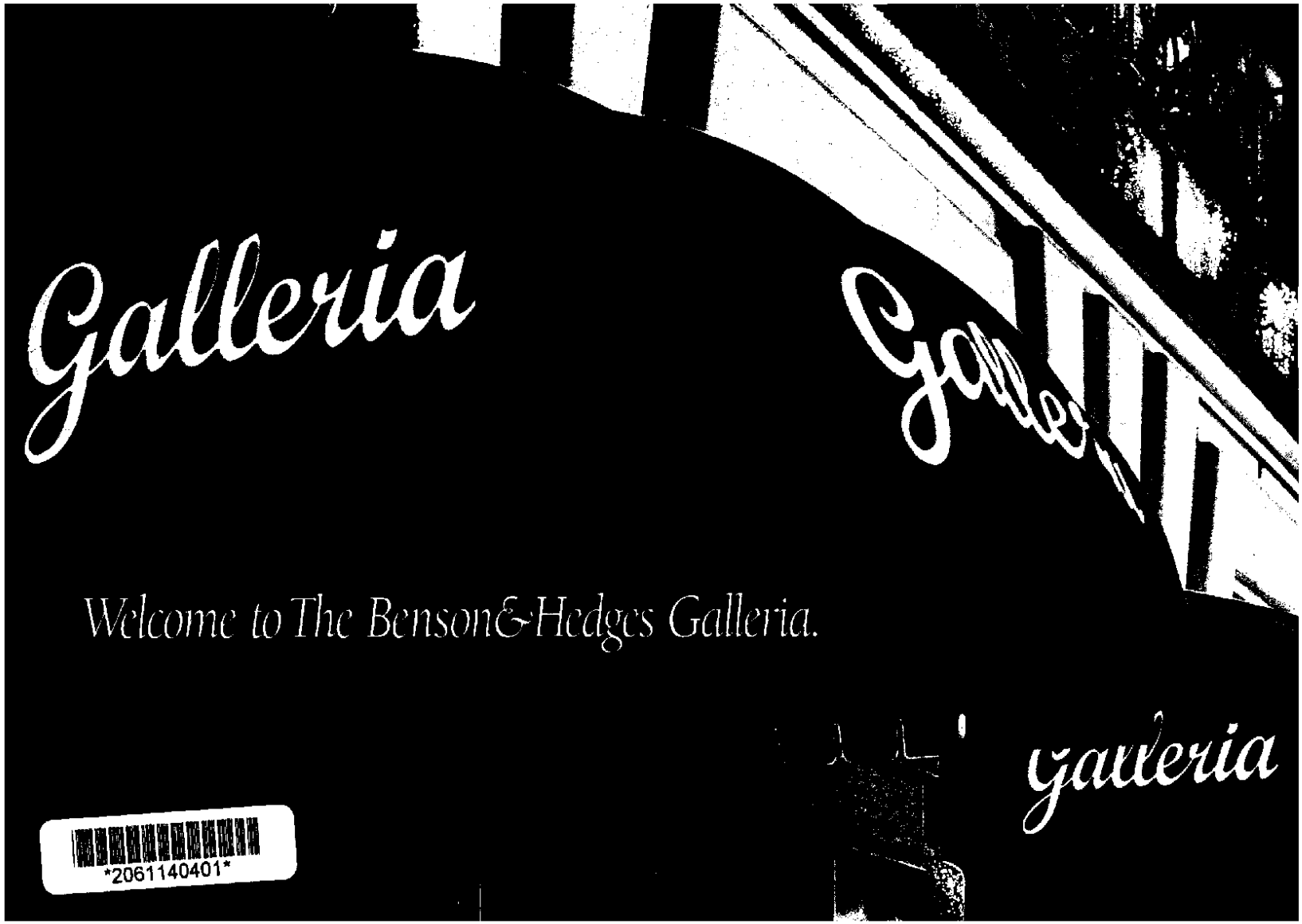

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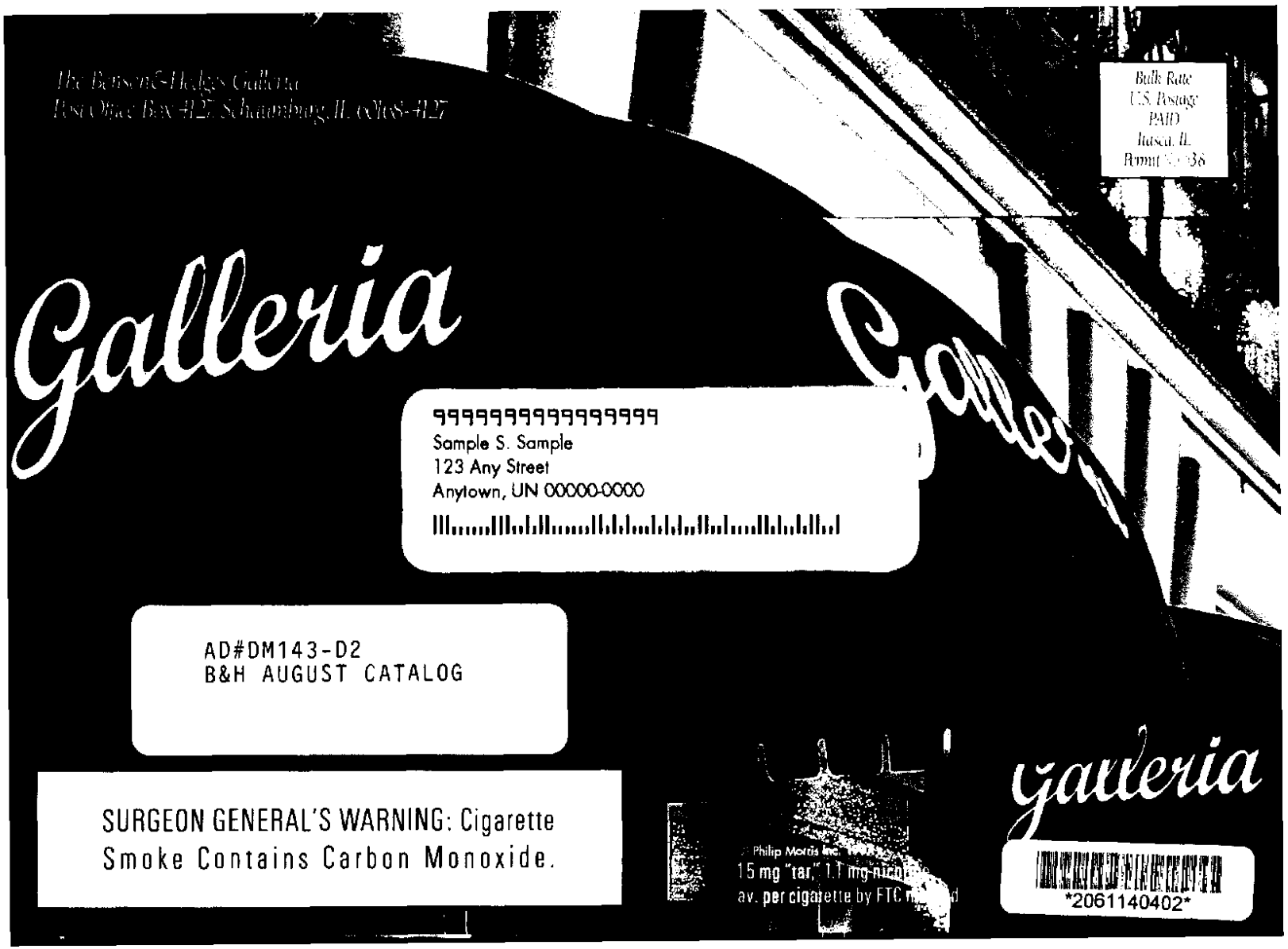
Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003



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Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003

Thanks for stopping in and looking around all the stores that make The Benson & Hedges Galleria so exceptional. Until your next shopping spree, remember to save your Benson & Hedges pack UPCs. We look forward to seeing you again soon.

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 405 SCHAUMBURG IL

POSTAGE WILL BE PAID BY ADDRESSEE

SMOKERS SURVEY
PO BOX 4167
SCHAUMBURG IL 60168-9859

"2061140403"

SURGEON GENERAL'S WARNING: Cigar Smoke Contains Carbon Monoxi

Galleria

Galleria

These shops are so exclusive only Benson & Hedges smokers are admitted.

$2.00 OFF
Any Carton Of
Benson & Hedges 100's

$1.00 OFF
Any Carton Of
Benson & Hedges 100's

2061140403

Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003

Consumer: Limit—one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1997

9999999999999999

VOID

Consumer: Limit—one coupon per purchase. Not to be transferred, sold or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, Texas 78840.

© Philip Morris Inc. 1997

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VOID

2061140404

Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003

Try on this suede jacket, and you'll quickly see why it is one of the most popular items in The Galleria Sportswear Shop. Soft, luxurious and hand-stitched, the black suede will make you feel like a million dollars. 400 UPCs.

Just inside The Galleria Gourmet Shop, you'll find our selection of wooden bowls on display. This time, we are featuring the set shown above–a natural hardwood beauty that looks as good on country pine as it does on glass and chrome. 200 UPCs.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1987

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

2061140405

2061140405

Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003

Looking to add a little sparkle to your tabletop? Then visit The Galleria Heirloom Shop where you'll find shining stars like these dazzling crystal candleholders and silver-plated napkin rings. Mikasa® Crystal Candleholders, 75 UPCs. Napkin Rings, 50 UPCs.

If you're looking to bring fine dining home, then The Galleria Heirloom Shop is the place to pick out your cutlery. A true favorite, these handsome steak knives from Reed & Barton's® Legacy Collection add a slice of elegance to any dinner table. 175 UPCs.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1997

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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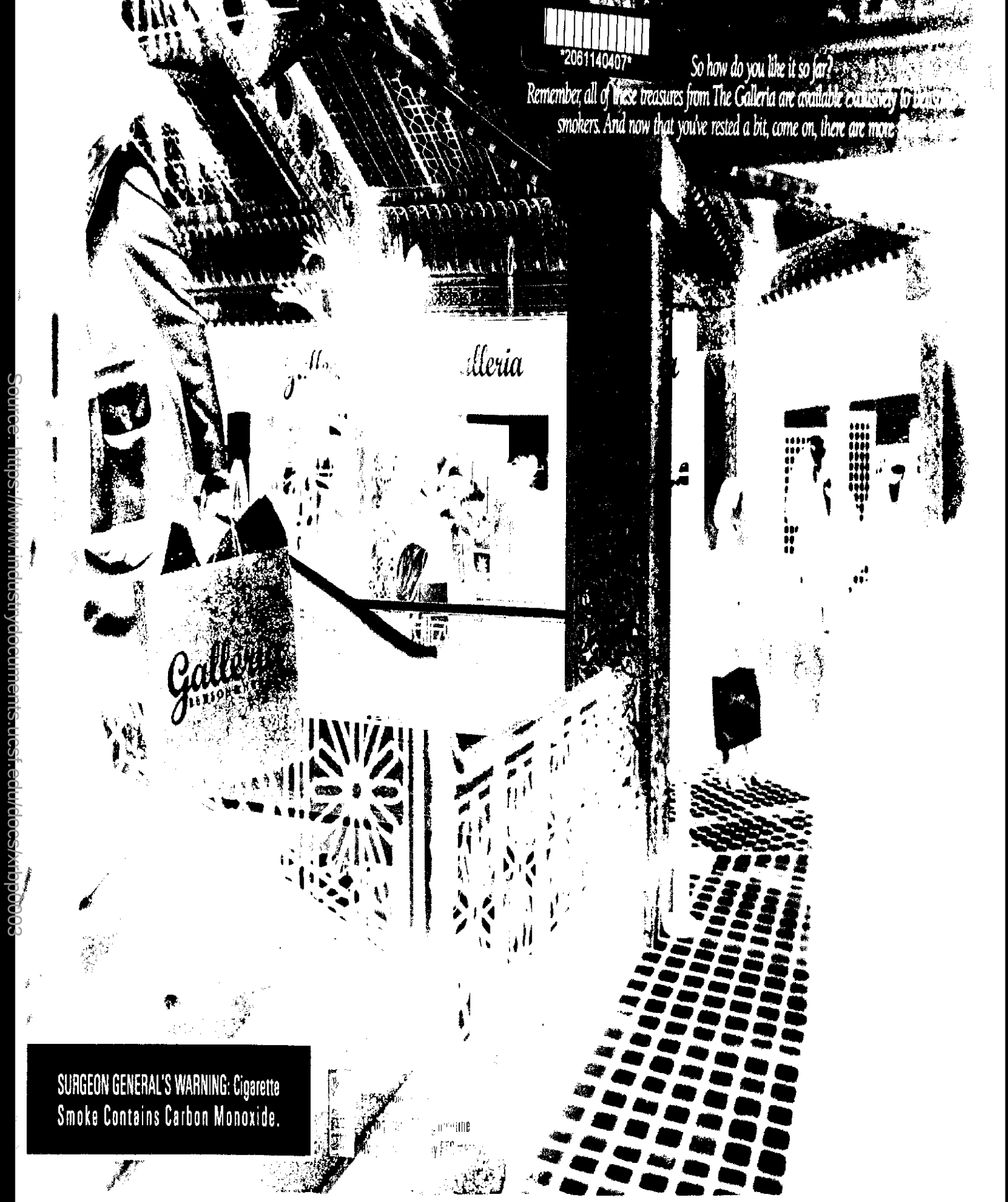
Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003



Source: https://www.industrydocuments.ucsf.edu/docs/xkpb0003

For styles that are up to the minute, visit The Galleria Jewelry Shop. Just slip this classic Citizen® tank-style watch on your wrist and enjoy a new look of distinction and sophistication. Available in men's and women's styles. 300 UPCs.

Now's the time for rest and relaxation. So before you leave, make your last stop The Galleria Bath Shop. Cast of translucent white glass, this beautiful three-piece bath set offers a delicate splash of elegance to any home. 150 UPCs.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1997

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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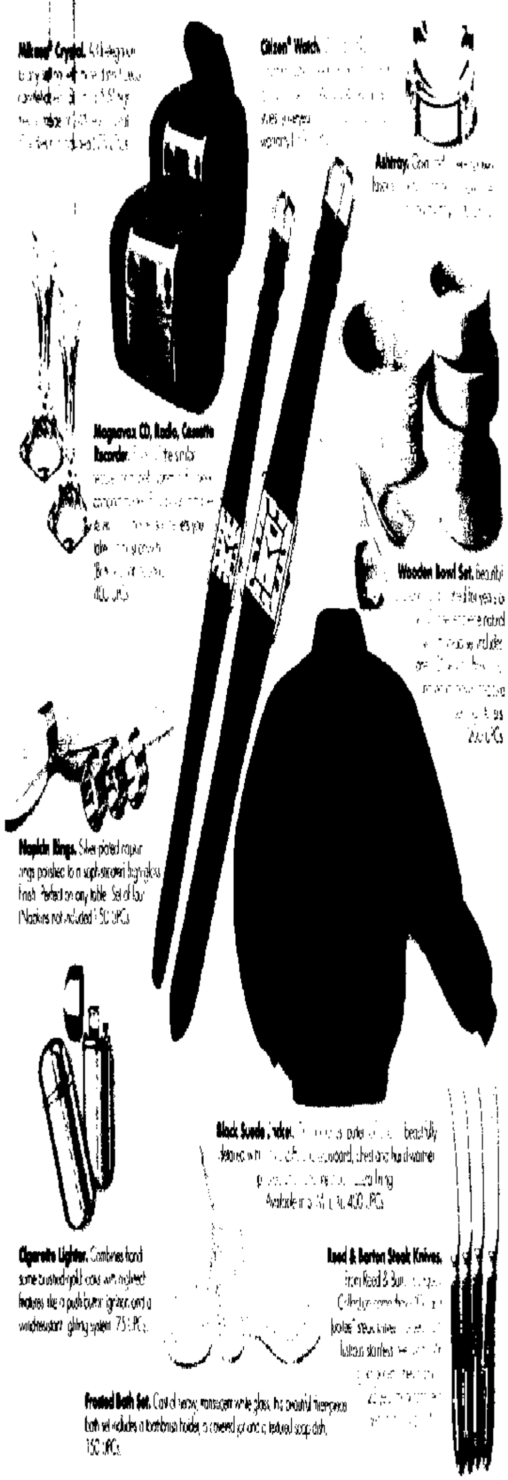
Source: https://www.industrydocuments.ucsf.edu/docs/xrbp0003

The Galleria Collection



SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1997

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

The Benson&Hedges Galleria Order Form

Simply clip the UPCs off any Benson&Hedges packs, then follow these simple instructions:

1. Complete the easy-to-order form. Orders must include your signature and birth date and must be received by May 15, 1998.
2. Be sure to include the appropriate number of Benson&Hedges pack UPCs. Sorry, no carton UPCs will be accepted. PACK UPC
3. Use the chart below to determine shipping/handling fees and include check or money order payable to The Benson&Hedges Galleria. (No cash, please.)
4. Mail in a padded envelope to: The Benson&Hedges Galleria, P.O. Box 8284, Dover, DE 19905-8284. Be sure to use the proper postage. Allow 10-12 weeks for delivery.

Limit two of each item per person, regardless of size, maximum of 20 items total throughout the promotion. Offer limited to smokers 21 years of age or older. No group or organization orders will be honored. Items may be shipped separately.

ITEM	QUANTITY	PACK UPCs REQUIRED PER ITEM	TOTAL PACK UPCs ENCLOSED
NAPKIN RINGS		x 50 =	
CIGARETTE LIGHTER		x 75 =	
MIKASA® CANDLEHOLDERS		x 75 =	
ASHTRAY		x 100 =	
BATHROOM SET		x 150 =	
STEAK KNIVES		x 75 =	
WOODEN BOWL SET		x 200 =	
CITIZEN® WATCH (Circle: Men's/Women's)		x 300 =	
MAGNAVOX® CD/RADIO/TAPE PLAYER		x 400 =	
SUEDE JACKET (Circle unisex size: S M L XL)		x 400 =	
		TOTAL PACK UPCs ENCLOSED	
SHIPPING AND HANDLING	(1-100 UPCs = $4.00) (101-250 UPCs = $7.00) (251+ UPCs = $10.00)		$

(Write in total S & H enclosed)

Please note name and address corrections below

9999999999999999
Sample S. Sample
123 Any Street
Anytown, UN 00000-0000

"2061140409"

Offer good only in the U.S.A. Offer void in Kansas and where otherwise restricted or ... by law. No ... Order will be rejected if signature and date of birth not provided. Offer ... Philip Morris ... agencies. Excess UPCs will not be returned. Not responsible for lost, late, ... or postage due ... The ... expires and orders must be received by 5/15/98. If we are precluded at any time in the future from accepting your order, we will return your UPCs and shipping and handling charges.

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older, and I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable federal and state laws.

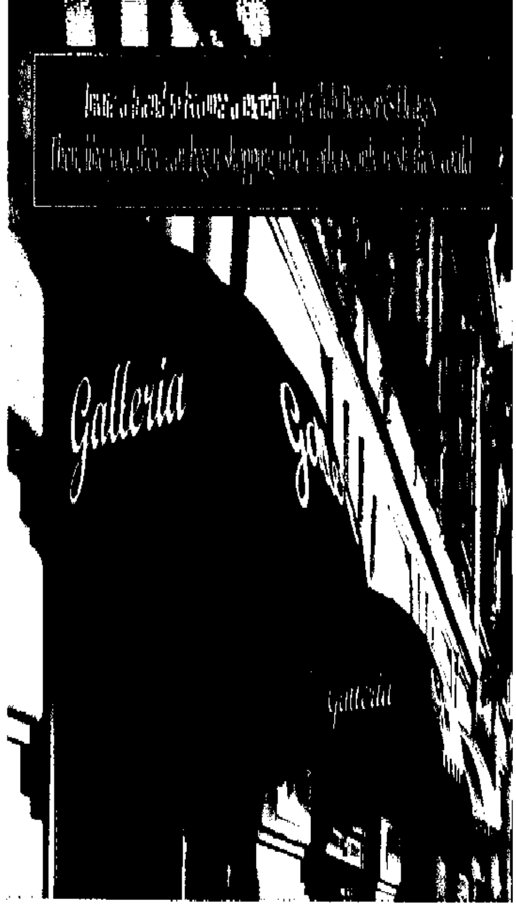
Signature ____________________
(Required)

Date of Birth ___/___/___ (Required) Month Day Year **Today's Date** ___/___/___ Month Day Year

Regular Brand Smoked ____________ Phone (   ) ____________

Flavor preference (check one) ☐ Menthol ☐ Non-Menthol Previous Brand (if any) ____________

CALL 1-800-2BENSON (1-800-223-6766) WITH INQUIRIES ABOUT YOUR ORDER © Philip Morris Inc. 1997



Get A Friend To Join The Club

Just pass the card below to a friend who smokes and is 21 years of age or older. Have them fill it out and mail it back to us. If they qualify, they could be in for some exclusive offers and real savings on their favorite cigarette.

☐ Mr. ☐ Mrs. ☐ Ms. ____________________

Address ____________________ Apt. ______

City ____________ State ____ ZIP ______ Phone (   ) ______

By completing the attached survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature ____________ (Required) **Date of Birth** ___/___/___ (Required) Month Day Year **Today's Date** ___/___/___ Month Day Year

1. What is your regular brand of cigarettes, that is, the brand you smoke most often? ____________ (brand)
2. Is your regular brand: (Check one) ☐ Regular/King Size ☐ 100s ☐ 120s
3. Is your regular brand: (Check one) ☐ Menthol ☐ Non-Menthol
4. Is your regular brand: (Check one) ☐ Lowest/Ultra Low Tar ☐ Medium ☐ Light/Mild ☐ Full Flavor ☐ Ultra/Extra Low Tar
5. What, if any, was your previous brand? ____________ (brand)
6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply) ☐ None ☐ GPC ☐ Parliament ☐ Basic ☐ Kent ☐ Salem ☐ Benson & Hedges ☐ Kool ☐ Store Brand/Generic ☐ Marlboro ☐ Best Buy ☐ Merit ☐ True ☐ Cambridge ☐ Misty ☐ Vantage ☐ Camel ☐ Monarch ☐ Virginia Slims ☐ Capri ☐ Montclair ☐ Winston ☐ Carlton ☐ Newport ☐ None ☐ Doral ☐ Now ☐ Other (list below) ____________ (brand)
7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write exact number of packs for each brand below. Note: 1 carton equals 10 packs.) Brand Name / # of Packs
8. Which of the following best describes you? (Check one) ☐ White ☐ African-American ☐ Asian ☐ Hispanic ☐ American Indian ☐ Other

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2061140409

MANUFACTURER'S COUPON | EXPIRES OCT 15, 1997

$2.00 Off 4 Packs or a Carton Purchase

Use this coupon and get $2.00 off [illegible] packs or carton of Benson & Hedges.

Benson & Hedges
[illegible]'s

MANUFACTURER'S COUPON | EXPIRES OCT 15, 1997

75¢ Off 2-Pack Purchase

Use this coupon and get [illegible] off [illegible] packs of Benson & Hedges.

Benson & Hedges
100's

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

5mg "tar" 0.4 mg nicotine av. per cigarette by FTC method.

2061140410*

99999999999999999
Sample S. Sample
123 Any Street
Anytown, UN 00000-9999

Bulk Rate
U.S. Postage
PAID
Permit No. 53
Skokie, IL

DM146
BENSON & HEDGES AUGUST TRIAD MAILING
SELF-MAILER WITH 2 COUPONS

"Here's something that deserves your immediate attention! Cigarette coupons."

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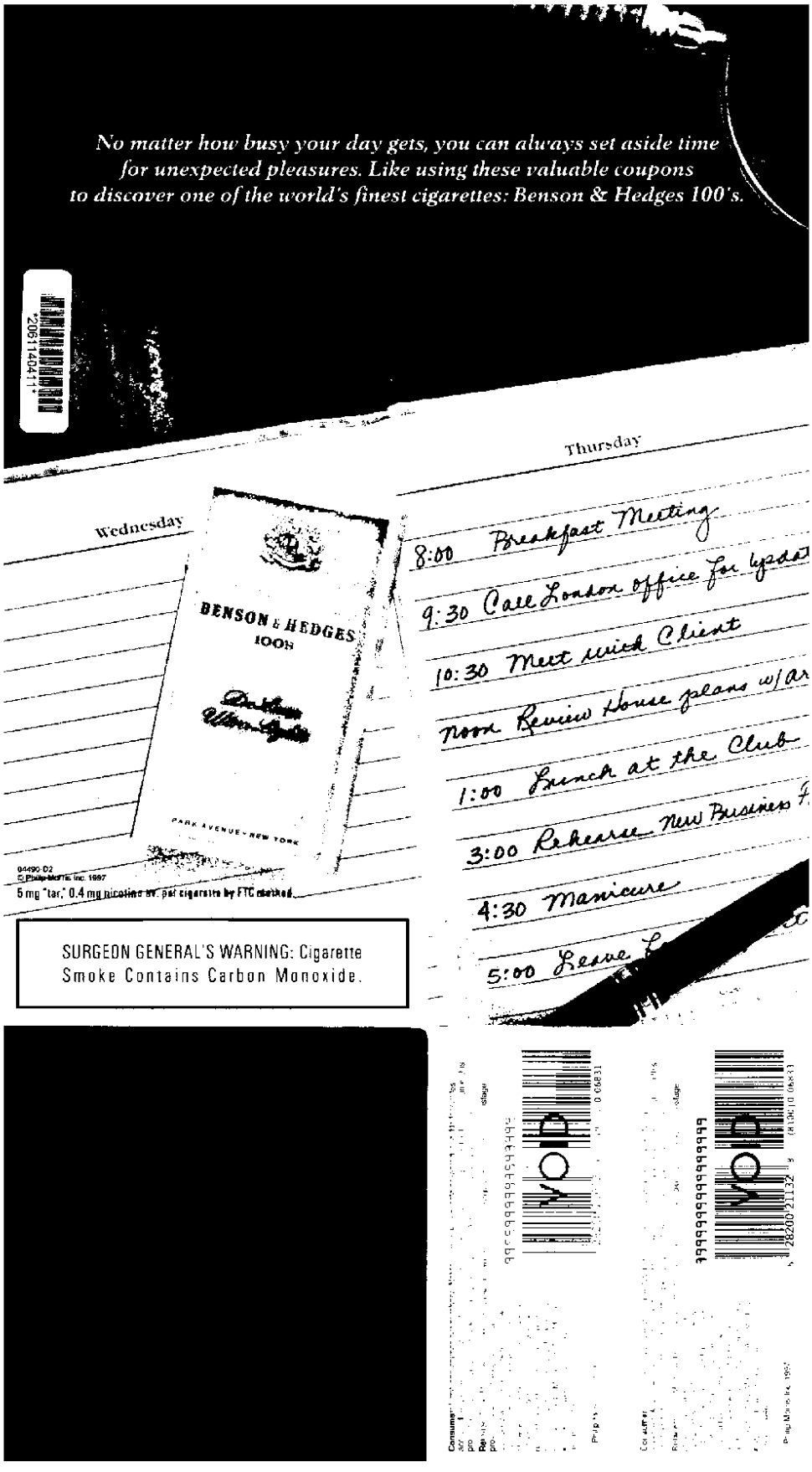

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